



Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- BRAVIA Engine™ 3 fully digital video processor
- Motionflow™ 240Hz
- Live Color Creation™ technology w/ WCG-CCFL backlight
- BRAVIA® Internet Video¹ /Widgets
- USB to view photo/music/video
- 7 HD inputs (HDMI™ x4, Component x2, PC Input x1)
- XMB™ w/ enhanced 3D Favorites Menu
- x.v.Color™ /Deep Color
- Ethernet x1 w/ DLNA photo/music/video player
- BRAVIA® Sync™ ²
- BRAVIA® Link ready (DVD, Input, Wireless)
- 24p True Cinema
- Exceeds Energy Star® 3.0 Requirements by more than 15%

Key Technologies

16:9 Full HD 1080p Resolution Panel (1920x1080) 16:9 Full HD 1080p resolution panel (1920x1080) accepts any high definition video signal and renders it with optimum resolution, so you can take full advantage of Blu-ray Disc™ players and Sony® PLAYSTATION® 3 entertainment systems that can deliver 1080p content

Motionflow™ 240Hz technology Motionflow™ 240Hz technology is Sony's highest level of motion detail and clarity so you enjoy exceptional motion detail in sports, movies and games. Motionflow 240Hz technology quadruples the frame rate, resulting in a crisp fluid motion and a natural, realistic viewing experience.

BRAVIA™ Internet Video⁴ With BRAVIA Internet Video⁴ you can enjoy one of the largest collections of premium and free on-demand entertainment directly to your HDTV. Use your in-home broadband connection and the BRAVIA HDTV remote control to access online video, music, and more content from over 20 providers including Amazon Video On Demand, YouTube™, Sports Illustrated, Sony Pictures, Sony Music, Slacker, and Epicurious.com.

Personalize your HDTV with BRAVIA® widgets Personalize your viewing experience by selecting, positioning, and resizing widgets on your BRAVIA HDTV display. BRAVIA Internet Widgets are small applications that can be accessed with the touch of one button providing you with the latest in news, weather, stock info, and much more right on your BRAVIA XBR9-Series.

BRAVIA Engine™ 3 fully digital video processor BRAVIA Engine 3 is the newest fully digital video processor from Sony®. It uses a collection of enhanced algorithms to significantly reduce noise, enhance overall image detail, and optimize contrast so every scene produces sharp, vibrant, life-like images.

Live Color Creation™ technology w/ WCG-CCFL backlight Live Color Creation technology works with the BRAVIA XBR9-Series' WCG-CCFL (Wide Color Gamut - Cold Cathode Fluorescent Lamp) backlight to achieve wide color reproduction for more natural and vibrant colors. The technology combines advanced chroma signal processing with enhanced filters and purer light to reproduce 105 percent of the NTSC (National Television System Committee) color standard. This means deeper reds and greens with overall color that's truer and more life-like.

KDL-52XBR9

52" BRAVIA® XBR Series LCD TV

Features

General

Closed Captions (CC): Analog, Digital
On-Screen Display: 3D XMB
Illuminated Sony Logo: Yes
Finish (Surface Color): Blue Gray Metallic
Supports Rear Mounting of DME™ Module: Yes
BRAVIA® Link Module support: DMX-SW1, DMX-DVD, DMX-WL1

Display

Backlight Type: WCG-CCFL
Display Device: LCD

Video

Video Processing: BRAVIA Engine 3™ Technology
CineMotion® Reverse 3:2 Pulldown Technology: Yes
Game Mode: Yes
Wide Mode: Wide Zoom, Normal, Full (Full1-2 for PC), H Stretch, Zoom
Deep Color: Yes
3D Comb Filter: Yes
PhotoTV HD: Yes (HDMI™ / Component)
MPEG Noise Reduction: Yes
Live Color Creation™ Technology: Yes
Auto Wide: Yes
4:3 Default: Yes
24p True Cinema™ Technology: Yes
x.v.Color™ Technology: Yes
Picture Mode: Vivid, Standard, Custom, Cinema, Sports, Game, Graphics, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom
Advanced Contrast Enhancer (ACE): Yes
Motionflow™ Technology: 240 Hz

Audio

Digital Amplifier: S-Master Digital Amplifier
Voice Zoom: Yes
Auto SAP: Yes
Auto Mute (on no signal): Yes
Steady Sound® Automatic Volume Control: Yes
Audio Out: Variable/Fixed
Sony Original Surround: S-Force
Stereo System: MTS
Dolby®: Dolby® Digital
Alternate Audio (Digital): Yes
Surround Effect: Sports, Music, Cinema, Game
Sound Booster: Yes
5.1 Channel Audio Out: Yes
Sound Mode: Dynamic, Standard, Clear Voice, Custom
5.1ch Through Out (Handycam): Yes
Sound Enhancer: Yes

Convenience

Channel Jump: Yes
Favorite Channel: Yes
Multiple Language Display: English, French, Spanish
Info Banner: TV Guide on Screen, PSIP, XDS
Sleep Timer: Yes
Input Skip: Automatic
Channel Surf: Yes
Channel Block (with password): Yes
Edit Channel Labels: Yes
Label Inputs: Yes
ID-1 Detection: Yes
On/Off Timer: Yes
USB Application(s): Music Player (mp3), Photo Viewer (jpeg), Video Player (mpeg2 TS)
Theatre Mode (Theatre Button): Yes
Show/Hide Channels: Yes
BRAVIA® Sync™ : Yes
Parental Control: Yes
BRAVIA® Sync™ Menu Button: Yes (on Remote Control)
On-Screen Display for External Input: Yes
Channel Labels: Yes
Program Block: Yes
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Auto Photo Mode: Yes (DLNA, USB)
On-Screen Clock: Yes
Picture Adjustments Lock: Yes
White Balance: RGB Gain/Bias
Auto Picture Setting w/HDMI™ : Game, Graphics, Photo, Cinema
Internet Radio: Yes
Scene Select: Cinema, Sports, Photo, Music, Game, Graphics, General, Auto
Theatre Mode with Cinema Surround: Yes
Start Up BRAVIA® Logo Display: Yes
Favorites Menu: Graphic
New Theatre Mode with surround: Yes
TV Guide On-Screen: Yes (Gemstar ver.10)

Network

DLNA: Client (Photo), Client (Music), Client (Video)
BRAVIA® Internet Video: Yes
BRAVIA® Internet Widgets: Yes

Specifications

Display

Viewing Angle (Right/Left): 178 (89/89)
Viewing Angle (Up/Down): 178 (89/89)
On-screen Contrast Ratio: 3,800:1 (typ)
Dynamic Contrast Ratio: 100,000:1 (typ)
Screen Size (measured diagonally): 52"
Native Resolution: 1920 x 1080
Display Resolution: 1920 x 1080p (Full HD)
Panel Bit: 10-bit
Aspect Ratio: 16:9
Color Range (u'v'): 102% of NTSC
Color Range (xy): 91% of NTSC

TV System

Tuner (Cable): Clear QAM
Tuner (Terrestrial): ATSC Tuner, NTSC Tuner
Channel Coverage: VHF: 2-13 UHF: 14-69 CATV (analog): 1-135 CATV (digital) : 1-135
TV System (Analog): M
Number of Tuners (Analog): 1
Number of Tuners (Digital): 1 (Hybrid)
TV System (Digital): ATSC
Color System: NTSC 3.58

Video

Video Signal: 1080/60p (HDMI™ / COMPONENT), 1080/60i, 1080/24p (HDMI™ ONLY), 720/60p, 480/60p, 480/60i

Audio

Audio Power Output: 20W (10W+10W)
Speakers (Total): 4
Speaker Configuration: Invisible Speaker Box + Tweeter

Inputs and Outputs

Audio Out (Variable/Fixed): 1 (Rear)
Component Video (Y/Pb/Pr) Input(s): 2 (Rear) (1 fixed/1 selectable)
Composite Video Input(s): 2 (1 Side/1 Rear - selectable)
Digital Audio Output(s): Optical Digital Output - 1 (Rear)
RF Connection Input(s): 1 (Rear)
S-Video Input(s): 1 (Side)
Analog Audio Input(s) (Total): 3 (1 Side/2 Rear)
Audio Out: 1 (Rear)
HDMI™ Connection(s) (Total): 4 (3 Side/1 Rear)
PC In (D-Sub) + Audio In (Stereo Mini): 1 (Side) see owner's manual for supported timings
USB 2.0: 1 (Side)
HDMI™ PC Input: Yes (see owner's manual for supported timings)
S-Video Detection: Yes
AC Power Input: 1 (Rear)
Ethernet Connection(s): 1 (Rear)
Analog Audio Input(s) for HDMI™ : 1 (Rear)
USB 1.1: 1 (Rear) for Service only

Power

Power Consumption (in Standby): Less than 0.1W (120VAC)

Power Requirements (voltage): AC 120-240V
Power Requirements (frequency): 50/60Hz
Power Consumption (in Operation) max: 300 W (max)

Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes
VESA® Hole Pitch: 300x300 M6

Service and Warranty Information

Limited Warranty Term: 1 Year Labor / 1 Year Parts
Online Instruction Manual (Reference Book): Yes

Energy Saving & Efficiency

LightSensor™ Technology: Yes
Power Saving Modes: Yes
Energy Star® compliant: Exceeds Energy Star® Version 3.0 by more than 15%
Eco Settings: Yes
Dynamic Backlight Control: Yes
Backlight Off Mode: Yes
PC Power Management: Yes
Estimated Annual Energy Consumption (kWh): 459 kWh
Idle TV Standby: Yes
Power Consumption (On Mode) for Energy Star: 251.0 W (Energy Star® Version 3.0)
Power Consumption (Standby Mode) for Energy Star: Less than 0.1W (120VAC)

Dimensions

Weight: 65.9 lbs. (29.9kg) with pedestal; 57.1 lbs. (25.9kg) without pedestal
Measurements: 49 x 32 3/8 x 14 1/8 in (1243 x 821 x 358mm) with pedestal; 49 x 29 3/8 x 3 3/8 in (1243 x 745 x 85mm) without pedestal

Supplied Accessories

Remote Control RM-YD029
Batteries (Type AA x2)
AC Power Cord (separate)
Operating Instructions
Quick Setup Guide
Warranty Card
Table Top Stand (attached)

Optional Accessories

SU-WL500 Wallmount Bracket

UPC Code: 027242752856

1. Video quality and picture size will vary depending on your broadband connection speed (we recommend at least 2.5Mbps and 10Mbps for HD content) and the content itself. Select content provided and subject to change.*
2. Works with other BRAVIA® Sync™ or Theatre Sync™ labeled home audio/video products when connected via HDMI.
3. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV user's manual and PC documentation for the supported resolutions.
4. See product specifications for power consumption details.
5. Distance will vary depending upon environmental conditions.

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Please visit the Dealer Network for current information at www.sony.com/dn

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